

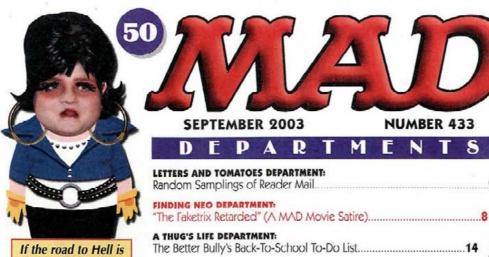
This Summer the underdogs have their day.







WARNER BROS. PICTURES



paved with good intentions, it must be a very short walk!









LET MY PEOPLE FOCUS DEPARTMENT: Disposable Camera Bar Mitzvah Photos SERGE-IN GENERAL DEPARTMENT: WEAPONS OF MASS ELECTION DEPARTMENT: When "American-Style" Political Campaigning Catches on in Iraq..........24 CHEAT CODES OF CONDUCT DEPARTMENT: ANGSTER'S PARADISE DEPARTMENT: ALL HAIL SCISSOR DEPARTMENT: Cents-Less Coupons — Your Money-Saving Circular......33 IT WAS AN HONOR JUST TO BE DOMINATED DEPARTMENT: MAD's Look at Oscar-Winning Fetish Films 35 AN EMBARRASSMENT OF RICHARD'S DEPARTMENT: A CLASSROOM WITH A VIEW DEPARTMENT: JOKE AND DAGGER DEPARTMENT: Spy Vs. Spy......40 DIVING INTO THE FROSH PIT DEPARTMENT: How Well Will You Do Freshman Year in College? -A MAD Quiz......42 THE U.S. WORK FARCE DEPARTMENT: 

> FRONT COVER ARTIST: SCOTT BRICHER PHOTOS: AP/WIDE WORLD PHOTOS

WHO, WHAT, WHERE, WHEN, WIRELESS DEPARTMENT: Snippets of Cell Phone Conversations

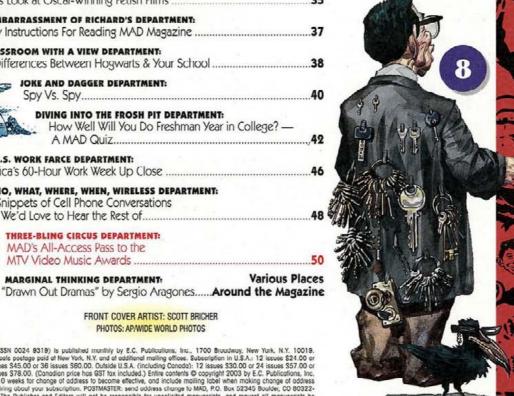
THREE-BLING CIRCUS DEPARTMENT: MAD's All-Access Pass to the

MARGINAL THINKING DEPARTMENT:

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### There are things I ponder about MAD

such as...do any of your writers ever feel a disturbance in the force as you gather for creative meetings? Is there a MAD Magazine Institution of Higher Learning somewhere in the horizon also? Is it possible to use MAD as a pillow or as a food tray? Do you think that MAD exists in a parallel universe? These are the things I ponder about as I flip through the pages of your fine publication.

ONCE A PONDER TIME

Carlos Pico, Bronx, NY

Pico Chu — To answer your many questions — only one of our contributors is capable of feeling a disturbance in the Force, MADster Jedl Drewbacca Friedman. Coincidentally, there are plans for a MAD Institution of Higher Learning and it will be housed at Columbia University's newly established Jayson Blair School of Journalism. You can use MAD as a food tray, but lay off the Vietnamese food, it tends to give us gas. MAD doesn't exist in a parallel universe, but sadly, given the intellectual scope of your question, it's obvious that you do! —Ed.

#### LOST AND DUMFOUNDED

I was looking forward to reading the article "If the PBS Pledge Drive Was Run by Crackheads" as I read MAD #431, then I got to the end and realized it wasn't there! You must have hired them to work for you instead! Thanks for keeping them off the streets!

Vicki Charles, Brea, CA

Vicks VapoRub — Glad you appreciate our efforts, let us know when you are in the market for a job! —Ed.

In MAD #428, you got a strange letter from a Dave Ellis. He wanted a picture of Alfred in a bikini, on a hot summer morning, while playing a banjo with ham on his big, smelly toes. Here it isl

Rina Perlin, Louisville, KY

Perl Jam — we don't know how many interstate trafficking laws we are breaking by publishing your little picture, and quite frankly we don't care. Working at MAD is all about putting smiles on our readers' faces and catering to their disturbing fetishes. Oh, if only we could be there to see the sick, twisted look on Dave Ellis' face as he takes a gander at your picture. On second thought, maybe it's best it we gren't in the bathroom with him! — Ed.



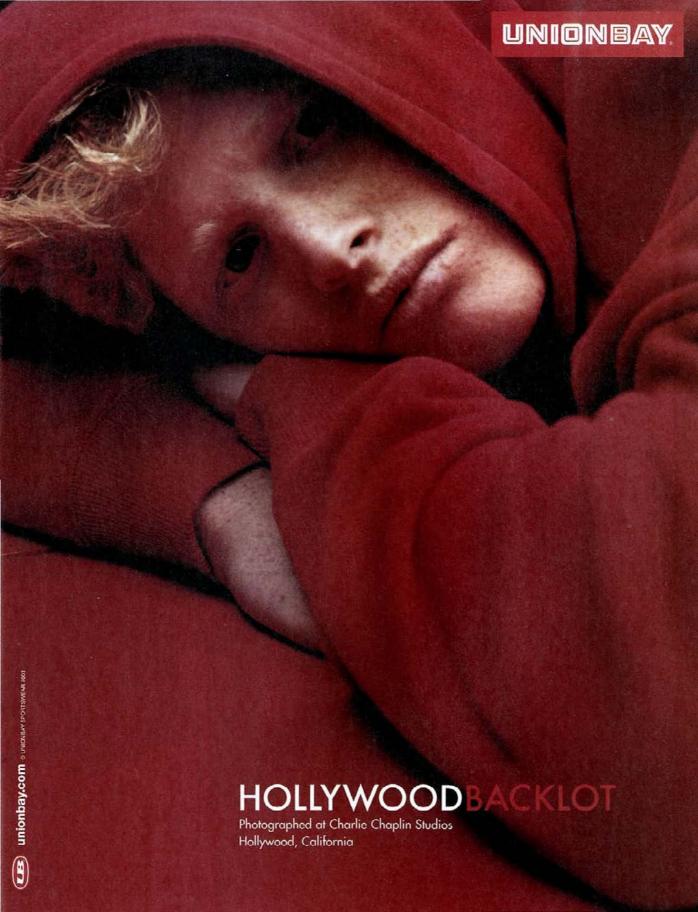
### PROSE AND CON

Thank you very much for printing my previous letter "You've Got Jail" in issue #428. You sure made a lot of inmates at the Oklahoma County Jail very happy. It took a long time for me to finally see my letter in your magazine because you've been banned! Yes, apparently the iail officials were not amused to see my letter, so now MAD is banned from the jail. My 83-year-old father has attempted to send me the last several issues only to have the jail reject them and send them back to him. I'd say they are a bit miffed about MAD and they don't like me at all because I have repeatedly embarrassed them publicly. Oh well, someone has to do it. Remember your mentioning good ole Major Russell Dear? Well guess who is in charge of all the censorship here at the jail? Yep! Major Russell Dear! So I assume that Major Dear is the one who banned MAD magazine. However, due to a healthy black market in the jail run by the detention officers, a copy of your magazine with my letter fell into my hands. The only thing that has me worried now is that Major Dear may not allow me to have a conjugal visit with Monroe's mom!

Roger Keith Henton, Oklahoma City, OK

Roger Dodger - As you might suspect, we were both shocked and horrified to read your letter and its tales of censorship in the Oklahoma penal system. If we didn't have a two-week vacation to the sun-baked island of Aruba already paid for, we'd be on the first train down to Oklahoma City to protest this affront to the first amendment by your jail administrator, Major Russell Dear. We'd like to give a shout out to the hard-working detention officer lads of the black market who continue to put their own careers in leopardy to make sure Oklahoma's convicted felons can still enjoy a good laugh as well as other sundry contraband. Finally, with regards to your conjugal visits and Monroe's mother - that's sick! You should be locked up someplace! See you in solitary! -Ed. P.S. Here's to your quick recovery from the midnight beating that's sure to follow!







### FAT LIP

I think your article "Firsthand Evidence that Obesity in Your School May Be Out of Control" (MAD #430) is really mean! A lot of kids read your magazine, including fat kids! There's a lot of mean stuff in your magazines, but I think this is REALLY mean. A lot of fat kids (including myself) read your magazine. When we see an article like that, it really makes us sad. We love reading funny things in MAD, until we see that. Some of your "evidence" actually has happened to fat kids. I know a boy who reads MAD and actually did snap in half a (cheap) skateboard just from standing on it. Do you even bother to think how us fat kids feel? Quess not. Sure, the article is hilarious to bony, skinny, tiny, twig-like people, but not to "chunky" people.

Christine, Malibu, CA

Chris Cross - It was never ever our intention to make fun of fat people. In fact, we were so concerned about our callousness that we conducted an independent survey of 100 random obese readers. We found them to be unanimously unoffended and in agreement with our article's message. Of course, we may have swayed their opinion slightly by giving each of them a complimentary garbage bag full of mayonnaise! Thanks for writing! -Ed.

### AN AGE-OLD. **OLD AGE QUESTION**

I don't want a job, a new position or money. This 76-year-old's life ambition is to have her name printed in your wonderful next edition. I'm not getting any younger, but will consider plastic surgery.

Ruth Unterberg, New York, NY

Babe Ruth - It's our pleasure to print your N name, we just hope we're not too late! —Ed.

### **BIG ZACH WACKER**

Back in issue #431 we asked readers to tell us what they thought was wrong with MAD missive writer Zach DeVito of Weston, CT. To bring you up to date. Zach wrote in pointing out the minor mistakes in our satire of The Lord Of The Rings: The Two Towers. So, without further ado, here are a few of the better diagnoses of what ails dear Zach:

Zach had an error in his pathetic attempt at a correction letter. He clearly states "that the two hobbit brothers ride on the tree" (it's an Ent), but the hobbits are not brothers, they are Merriadoc Brandybuck (Merry) and Peregrin Took (Pippin). Although they are distantly related, they are by no means brothers. - Aiko Weverka, San Francisco, CA

While I have no idea what is wrong with Zach, I do know that in his attempt to correct your mistakes, he has made several of his own. Gollum is not schizophrenic. It is a common mistake to confuse schizophrenia with multiple personality disorder. Gollum has a split personality.

- Michael Doyle, St. Petersburg, FL.

It pains me to see MAD put up with people like you. Zach, you're probably one of those computer-movie hackers who download the movie on their computer before it comes out to video. then you watch it day in and day out! - James Brokas, North Ogden, UT

He's a complete idiot! If he is going to pay such attention to the movie, he might as well get all the facts in his complaint letter right!

- Natalie Rosen, Denver, CO

I feel he has a temporarily permanent form of dementia frigatosisslipdiscpox, which if not properly treated can lead to the loss of teeth and fingers. Poor Zach, I hope he gets well.

Gloria Tarantino, Kalamazoo, MI

I think he has gotten way too much radiation from eating TV dinners cooked in the microwave while watching Lord of the Rinas on his TV.

Kevin Kwoka, Roseville, CA

I think you have a rare disease that is common among the inhabitants of Connecticut called Falloffatreeandhityourheadshizoitis!

- Nick Vasilyev, Belle Mead, NJ



### GET A HEAD

While loitering at your local mall or garbage dump, why not stop in to buy NECA's new Spy Vs. Spy and Alfred E. Neuman Head Knockers? They're perfect for those who like things that bobble, or who simply enjoy MAD magazine (the stranger of the two fondnesses, really)!



### SPECIAL CRIME AND ISHMEN'T EDITION



Imagine our shock and awe when, within days of each other, we received Cemetery Snaps of legendary adversaries Chicago crime boss Al Capone (buried in Mount Carmel Cemetery, Hillside, IL) and famed Untouchable lawman Eliot Ness (buried in Lake View Cemetery, Cleveland, OH). One stood for evil and corruption, the other fought for justice and order, but now both are buried deep in the cold, cold earth. This is an important and profound life lesson for children everywhere! Congrats to Kevin and Heather Daly of Grand Rapids, MI (Capone) and Caesar Campanaro of Willowick, OH (Ness) on their one-year MAD subscriptions!



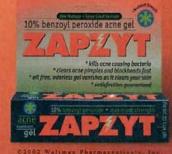
### THE BIG EASEL

Cyber artist Hank Roll of Nanty Glo, PA (hankscyberart@aol.com) sends in this head of Alfred E. Neuman fashioned out of an old computer circuit board. We continue to look for Alfred portraits made of other materials. Send in your artwork to: Amy "The Big Easel," c/o MAD Magazine, 1700 Broadway, New York, NY 10019.



Zit happens.





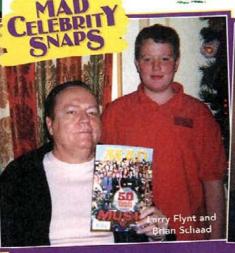
ZAPZYT kills acne-causing bacteria fast. So results are all you see.

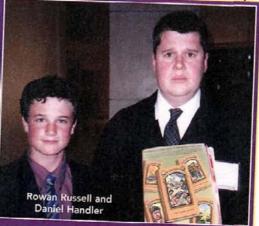






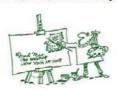
FAX MAP AT (212) 506-48481





This month's Celebrity Snaps are of two infamous publishing giants — porn impresario Larry "Hustler" Flynt, sent in by Brian Schaad of Orrville, OH, and a close friend of A Series of Unfortunate Events author Lemony Snickett, Daniel Handler, sent in by Rowan Russell of San Francisco, CA. We are giving three-year subscriptions to each of the readers. We look forward to getting free copies of Hustler and Lemony Snickett books sent to the MAD office! We just hope we'll be able to tell them apart!

Every once in a while we get a photo so disturbing that it chills us to our very core and makes us question what it is we do. And so it is this month with this photograph sent in by Zach Glicksman of Tucson, AZ. Zach, Zach, Zach...Oh my!







ON SALE NOW!

### MAD COLOR CLASSICS #8

THIS ALL-COLOR EDITION INCLUDES VIDEO GAME PLAYERS, ESPN & HOWARD STERN!

LOOK FOR NEXT MONTH'S ISSUE FEATURING

> MAD'S CARD DECK OF THE LEAST WANTED AMERICANS!



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### Bob Wayne vp — sales & marketing Contributing Artists And Writers

Cheryl Rubin vp - licensing & merchandising

the usual gang of idiots

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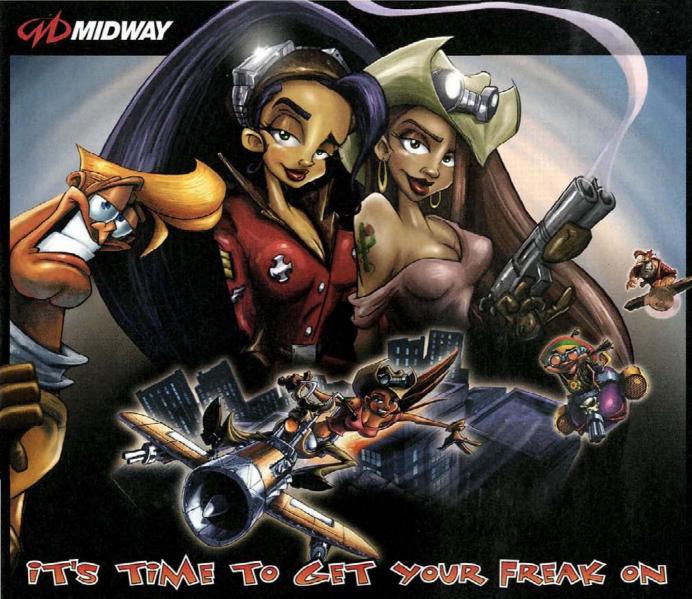
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### VISIT THE MAD WEB SITE! www.madmag.com

HOW TO REACH US

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PlayStation 2



### FINDING NEO DEPT.

What is real and what isn't? Is this really a parody that you're reading or is it an illusion that cost you \$3.50? Is it fake? Are you part of a "virtual reality" created by the evil machine: the Corporate Gang at MAD? Read on as we spoof the most anticipated movie of the year that turned out to be the most operrated! Here is...

# FAKETRIX

I am Neato! I'm still "The One"! In this sequel, I'm more powerful than ever! I can fly! I can stop bullets! I do not yet have the power to act! MoreB.S. can only teach me so much!

I am Trinitease, the resistance fighter! I am like three Charlie's Angels butt-kicking babes rolled into one! I believe Neato is "The One"! Later in this film I have sex with Neato! If we have a child, we already have a name picked out! We're calling him Ray Ban!

I am MoreB.S.! Leader of the resistance and captain of the Nebbishchanezzah! My job, in addition to looking sullen, is to save the last free human city of Zoned Out! We were too late to save Poughkeepsie!



Ugly, step aside!

Terminator move over!

8

ARTIST: HERMANN MEJIA

Writing 101!

physics and philosophy...

# RETARDED

In this film I'm the comic relief!

But you're sullen, deadpan and never crack a smile! Yeah, but next to Keanu Reeves' performance I'm Carrot Top! I am Mellowvingian and this is my posse! We are the villains of this epic! We have journeyed a long way to make trouble!

Are you from a distant galaxy?

Actually, not that far, old man! We flew in from Liza Minnelli's wedding!

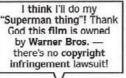
Because of the Faketrix Trilogy I have become a very wealthy man! Are you the movie's producer?

Nol
I own the
Flowing
Trenchcoat
factory!

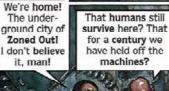
I'm confused!
I still don't
get it! Is the
Faketrix real or
is it a dream?

I'm confused, too! Is this all actually happening or is it a computercreated illusion? Hey, don't ask mel I'm still trying to figure out what Vanilla Sky was all about!







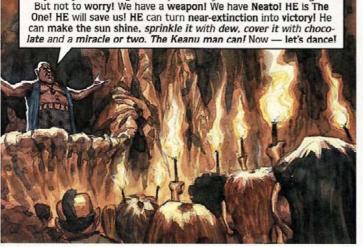






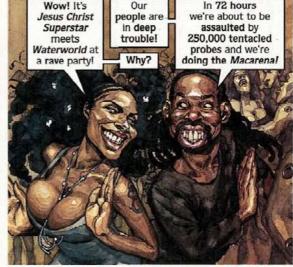






Dwellers of Zoned Out, hear me! The machines have gathered an

army! They are drilling as we speak! They will soon be at our gates!















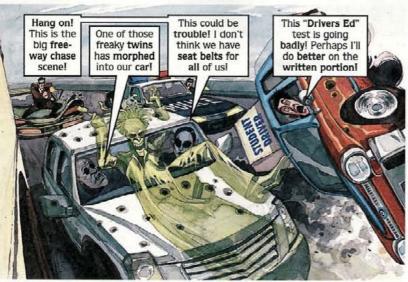






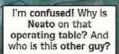












I'm bewildered, too! What does the ending mean? 'Cause, frankly, I'm still confused by the middle!

I'd explain the ending but there IS no ending! We just have a continuation! This is all a setup! the machines?

By the producers! This 2 1/2 hour sequel has been nothing but one big, long, bloated trailer for the third film — Faketrix Convolutions!



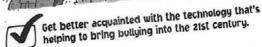


On the surface, being a school bully looks like a cushy job — the power, the fear, the lunch money. But, in reality, it takes grit, determination and tenacity (not to mention a distinct lack of queasiness). So, with the new school year rapidly approaching, if you aspire to such lofty levels and want to climb the ranks from "meddlesome tough" to "loathsome hooligan," you need to pull your finger out of your nose, jab it in the eye of a weaker classmate, and peruse (that means "read")...

CALDWELL 'S

## The BETTER BULLY'S BACK-TO-SCHOOL TO-DO LIST







Get into mid-semester form early by spending a few hours at the Office Depot roughing up back-to-school shoppers.



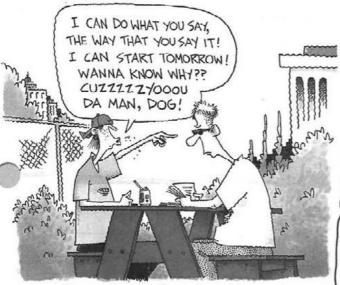
Pick up rubber gloves for those occasions when you need to "pants" some doofus with questionable hygiene.



Initiate "look the other way" negotiations with the slacker/loser school bus driver.



Put in the extra hours of practice that will finally get your name in the medical journals under the subject "Dodgeball-Related Facial Reconstruction Surgery."



Interview prospective annoying suck-up sidekicks.



Post your mission statement for the year.



HACHNO SCHMILTZ, BAZ NAPIFNY FLURNPOTZ PAVADOON, LAMELIPS!!!



Put together a PDA database, so you're less likely to confuse this semester's dorkballs with the dimwads you picked on in summer school.



Back in MAD #428, we examined the disturbing trend of disposable camera use at wedding receptions, the theory being that by using these cardboard Kodaks, guests could "document" the event in a way that paid professionals never would (or would want to). Unfortunately, Bar Mitzvahs are also susceptible to this sad development. Sure, at the end of the ceremony, a boy has become a man—but that doesn't also mean that a bunch of relatives have become skilled photographers! The only result is a batch of regrettable...









### THERE ARE LOTS OF WAYS TO DEAL WITH ZITS. SOME MORE EFFECTIVE THAN OTHERS.



the turtleneck



faking sick



the bandage



oxy



Oxy may not be the most creative way of dealing with zits, but it works. Oxy Pads kill over 99% of the bacteria that cause zits within 30 seconds. And they keep working all day.

THINK OXY. THINK OXYGEN."





# SERGIO-ARICONS MATTER LOOKS RESERTS A MATTER LOOKS













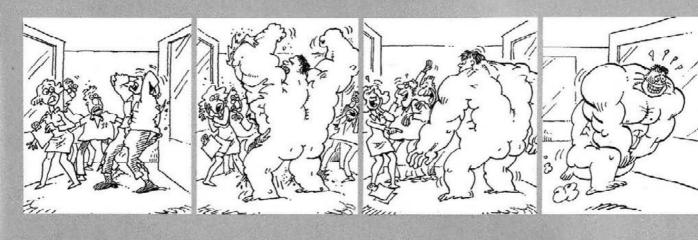




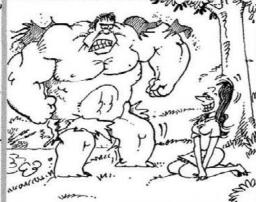














ARTIST AND WRITER: SERGIO ARAGONES





























RATED PG (Pretty Gross)



Here's What You Cet In Each Outrageous Pack!



3 Big Stickers and 1 Foil Sticker

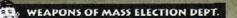


4 Chunks of Gum With Stickers

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Now that U.S. (and British) forces have "liberated" Iraq, the only thing left to do (besides getting rid of 12,000 torn-down Saddam statues, avoiding being sucked into a "quagmire"...and, oh yeah, finding all those weapons of mass destruction) is

# WHEN "AMERICAN-STYLE" CATCHES ON

Abdul Aziz-Rahami is: AGAINST

the stoning of women

AGAINST

arranged marriages\*

beheading intidels and heretics DANGEROUSLY OUT-OF-TOUCH
with Traditional Fundamentalist Family

IT'S MORNING IN TIKRIT. **VOTE** RON-AL REAGAN

A KINDER, GENTLER SADDAM!

Saddam "double" MAHMOUD

Why waste money on new currency, murals and statues?

As Head of the Secret Police under the previous government, Talib Ghazzal oversaw:

- 748,200 Informants
  - 533,750 Spies
- 288,000 Interrogator • 55,400 Torturers
- 9,500 Executioners

A PROVEN JOB-CREATOR



PEOPLE'S LOOTING PARTY
Taking back our country one
chair, vase & TV set at a time!

for us to show Iragis how to set up their own government. Any form of government they like — as long as it's just like ours! And the most essential thing we can teach them about our lofty and high-minded Democracy is how dirty, superficial and negative our elections are! In fact, we'll know for sure that they're on the right track...



OF THAT PILE OF RUBBLE ON HIGHWAY 8 THAT USED TO BE MY VILLAGE

> ARE YOU BETTER OFF NOW THAN YOU WERE 3,000 YEARS AGO?

> > ELECT USAMAH MAMDUH

mimmula

LET'S MOVE IRAQ INTO THE 12TH CENTURY!

TO DANGEROUS MODERNISTS LET'S MOVE IF

ABDUL SALAAM

I FEEL YOUR PAIN

I was hit by coalition shrapnel, too!

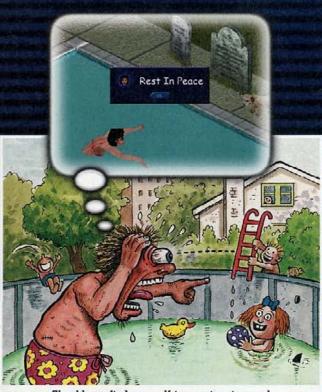
PHOTOS: AP/WIDE WORLD PHOTOS



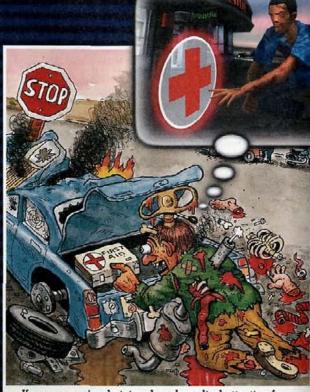
Hey, gameboy, it's time for you to put down your memory cards, cheat codes and oversized Xbox controllers! Yep, as painful as it is, it's time to make at least a half-hearted attempt to have an actual experience in the actual world, you know, the one outside your television screen! What's that, you say? You've been gaming so long you don't remember how to function out there? Well, fear not, you indolent dweeb! It's for your benefit that we provide...

### THE

## TO FUNCTIONING IN



Should you find yourself in a swimming pool when the ladder is removed, relax. It doesn't point to a plot by someone to kill you.



If you are seriously injured, seek medical attention from a health care professional. Merely touching a first aid kit with a big red cross on it will not be sufficient.

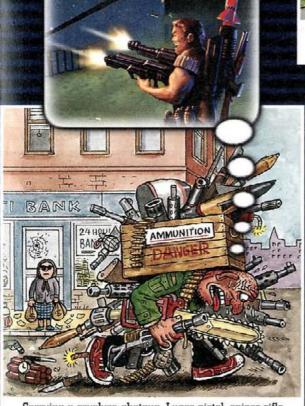


Curling into a ball and rolling away to escape danger is considered cowardly, as well as highly ineffective.

## GAMER'S GUIDE THE REAL



Smashing open sealed crates is much more difficult than you think. It often requires more than a single blow to completely shatter the wood.

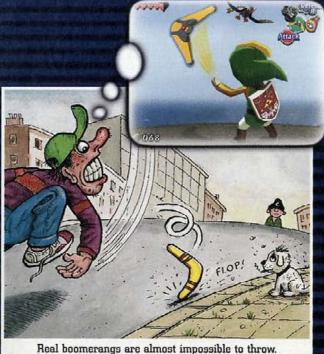


Carrying a revolver, shotgun, Luger pistol, sniper rifle and anti-aircraft rocket launcher at the same time is virtually impossible. And even if you could, it would result in an unbearably painful hernia.

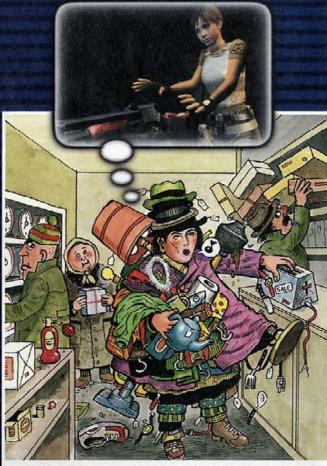


Do not attempt to rid yourself of hostile enemies by leaping onto their heads. There is a good chance you cannot jump this high.

### THE GAMER'S GUIDE TO FUNCTIONING IN THE REAL WORLD



Real boomerangs are almost impossible to throw. They must be thrown a certain way, and even then, they rarely work right. Real boomerangs suck.



Picking up items wherever you find them is often a useful strategy in role-playing adventure games, but in reality this behavior is known as kleptomania.



Your enemies in actual combat will not spontaneously combust or fade away once you kill them.

To get rid of the bodies you will have to call the morgue.



KID, REMEMBER THE OLD SAYING: IF YOU CAN MAKE IT HERE, YOU CAN MAKE IT REALLY SWEEP HIS LEG ... AAAAND, IT TOOK A
RECORD NUMBER OF RUNTHROUGHS, BUT IT LOOKS LIKE
WE NAILED IT. ALL RIGHT, LET'S
WORK ON MR. MIYAGI WORKING
HIM TO THE BONE. HOORAY © THINK I'M GONNA MAKE IT. \* PERFECT! ANYWHERE! I'M MEGMERIZED ME TOO, AND THAT THAT'S
RIDICULOUS!
New York
INVENTED
THE SMOKY YOUR STORY. LINE ME UP, BARKEEP. WAS THE END OF ALIGHT GORRY, GIR.
THE ONLY LIGHT I CAN
GIVE YOU IS AN AMSTEL
LIGHT. CITY ORDINANCE.
NO \$NOKING ALLOWED
IN ANY BARG. NEW
REGULATION. JUST SIGN HERE AND WE'LL BEGIN THE DEMOLITION. AND CONT FORGET BAR! GLADLY. THIS TOWN IS DEAD TO ME! **GCREW** FINDING A BETTER PRICE FOR MY WE'RE OUTTA WOW.
YOUR DAD RAGE
ON YOU JUST LIKE
YOU ALWAYS RAG
ON ME! THIS IS KINDA. MOSTLY I WAS BORED AND FELT LIKE SCREWINS WITH YA. YOU KNOW, LIKE OLD TIMES. YOU DON'T HEAR ME COMPLAINING. WAIT, WHAT WAS THIS? ANOTHER ONE OF YOUR STUPY "LOYALTY" TESTS? JUST LIKE I FIGURED. THE GREEDY PUTZ WAS WILLING TO SELL IT INSTEAD OF KEEPING IT IN THE FAMILY. AWESOME! OLD TIMES? I HAVEN'T SEEN YOU IN A COUPLE DECADES.





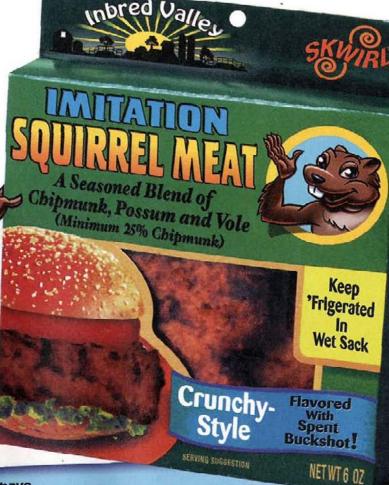
# Cents-Less Coupon





Recommended By Squirrels Nationwide (Especially That Big, Fat Sassy One In The Tree Next Door!)





Somedays you just don't have time to shoot, fetch and skin a mess of squirrels for vittles.

MANUFACTURER'S COUPON EXPIRES APRIL 30, 1971

## Save /5C

When you purchase ONE 6 ounce package of Inbred Valley SKWIRL™ **Imitation Squirrel Meat** 



Consumer: Lose weight now, ask me how! I lost 40 pounds in 2 months! You can too! No dieting, exercise, etc. Call 800-555-5728 for details. 24 hr. recorded message.

And who can afford fresh squirrel at supermarket prices? Inbred Valley to the rescue!

SKWIRE Imitation Squirrel Meat tastes just like the real thing. Affordable, too! And we reckon that furry little guy in the oak tree just might thank you.

### Qwik & Easy Skwirl™-Loaf

1 package (6 oz.) SKWIRL™Imitation Squirrel Meat

1 cup catsup

2 handfuls bread, mooshed-up\*

- 1. Dump all 'gredients in a pot.
- 2. Scrunch into a loafy shape.
- 3. Put in oven.
- 4. Bake until cooked.

Serves 2 to 14 pendin' on how many mouths need feedin'.



sawdust may be substituted



What Baby wants is what Baby gets...

with Baby Blue's new Baby's Choice™ line of baby foods. With nothing but the stuff your little ones love to stick in their mouths, there's no more fuss at meal time!





MANUFACTURER'S COUPON+EXPIRES BEFORE YOU USE IT

50¢



#### on any three (3) jars of Baby's Choice™ meals

RETAILER: Baby Blue Foods will redeem for face value plus 8c provided customer has cut coupon out along dotted lines and not merely torn coupon from page. Coupons not cut carefully, or coupons cut carefully on three sides but with fourth side uncut and 1/4" margin remaining between dotted line and original edge of page may be refused. This is laziness. There's four edges of dotted lines around the coupon for a reason. Use them. All coupons should have sharp, tight corners, within three degrees of a right angle, preferably cut with an X-acto knife against a metal straight edge. Send this coupon to: Baby Blue Foods, a division of The Anal-Retentive Corp., Po. Box 2442, Wonkey Eye, FL 34292



Dustballs and Gravy (An Excellent Source of Cat Hair)



Snapped Crayons in Chicken Broth



Legos in Tomato Sauce



Monopoly Tokens & Noodles



Shoelaces 'n' Rice

Finally! The technology of golf course gang-mowers is now at your fingertips!

Shaving's a breeze with Niktzit's NEW

## OCTOSMOOTH SHAVING SYSTEM

You'd have to put your face in the meat slicer at your local delicatessen for a quicker, more accurate shave!



## SAVE \$2.00

OCTOSMOOTH" Shaving System on your purchase of the Octosmooth Shaving System or a 72-pack of

refill blades.

CONSUMER: how r u? RETAILER: ok

RETAILER: ok CONSUMER: age/location? RETAILER: 17 phoneix CONSUMER: m or f?

RETAILER: i mean phoenix CONSUMER: m or f???

RETAILER: m. u? CONSUMER: kewl. f. i'm 15, do you like incubus?

RETAILER: they're ok
CONSUMER: they rule!!! what do u do 4 fun

in pheonix?

RETAILER: not much. i'm in a band.

CONSUMER: kewl!!! do u have a website! RETAILER: not yet, were workign on it

CONSUMER: trade pies? RETAILER: ok u send first CONSUMER: sent.

RETAILER: do you have any pics with your top off? RETAILER: hello?



Sheer Cleanliness.

Sheer Smoothness, Shell Toilet Tissue!



The tissue that removes unwanted hair as you wipe!



- Powerful chemical depilatory starts to soften and dissolve hair instantly!
- Unique microscopic "cheese grater" surface grabs hair and pulls it out by the roots!

Just wipe in a firm downward motion...



...and discard!



MFR COUPON
HURRY! EXPIRES SOON (AND SO DO YOU!)

Save 25d

on a 4-pack of Shear™ Depilatory Toilet Tissue

CONSUMER (March 21 – April 19) Discuss cash flow with another who understands your long-term desires: Sagittarius involved, or possibly woman with free cheese samples on frilly toothpicks. Clear sailing ahead, but don't let that happy-go-lucky attitude blind you to that tomato sauce display, Tonight: steal some grapes.

RETAILER (October 23 - November 21) Don't allow a two-bit setback to slow you down — you'll make it up shortchanging someone else. Maintain aura of intrigue: use mirrored-glass window in doors of meat department to secretly check out hot soccer mom buying Otter Pops.



#### SAFETY INSTRUCTIONS FOR READING MAD MAGAZINE

There are known risks of serious physical injuries and countless reported deaths from improper reading habits associated with MAD magazine.

Clinical and field studies indicate that long periods of reading may result in the following disorders:



Grotesquely enlarged eyeballs



Stage IV lockjaw (Primarily affects those who silently pronounce each word as they read.)



Third degree finger friction burns (Primarily affects speed readers.)



Buttocks itch, rash and temporary paralysis (Primarily affects "toilet bow!" readers.)



Broken arms, legs, internal injuries to the liver, spleen and kidneys sometimes resulting in gruesome death

(Primarily affects those who read while driving and speaking on a cell phone.)

#### PROPER CLOTHING FOR GOOD READING



WRONG!

Tight, restrictive clothing will not enhance the reading experience, and will make it difficult, if not impossible, to turn pages.



DICHT

Clothes should fit loosely and allow ample room for movement of the arms to turn pages.

(WARNING! Even clothes that fit loosely, if they're from The Gap, should be avoided. They're shoddily made and tend not to launder well.)

#### PROPER LIGHTING FOR GOOD READING

The importance of proper light cannot be overstated. Well, actually, that's an overstatement. Forget it.



WRONG!

Complete darkness is generally not conducive to reading.



STILL WOONE

Excessive lighting is generally not conducive to reading.



WRONG AGAIN!

Natural light is dangerous. Avoid it at all costs.



#### RIGHT!

Proper reading requires nine carefully configured, full spectrum 50-watt bulbs housed in hyperconductive, professional-grade, flexi-grip® fixtures precisely mounted (note: use only titaniumreinforced, glare-reduction brackets) at an angle of 60.4 degrees in relation to the reading material. This simple lighting system can be easily installed by a licensed electrician for as little as \$1,264.

#### PROTECTION DURING LIGHTNING STORMS



#### WRONG!

During a lightning storm, reading your copy of MAD is slightly less safe than taking an outdoor bath in a metal tub. Remember, the three often overlooked metallic staples that hold each issue together serve as a veritable lightning rod.







#### RIGHT!

To insure your safety while reading MAD during a lightning storm, follow these simple instructions:

- 1) With a backhoe, dig a 4' x 6' x 4' "safety trench."
- Run wire (12 gauge or less) from each of the staples in your magazine to a car fender, manhole cover or other staple.
- 3) Put on mud boots, lower yourself into trench, enjoy reading!

#### PROPER MAINTENANCE OF AN ISSUE

If an issue of MAD is not read for a long time, the pages may become brittle and yellow. Both conditions could pose a health hazard from dust and mildew!

Between readings, the issue should be tightly wrapped in an air-tight plastic bag and refrigerated. If you do not plan on reading the issue again for more than two weeks, it should be kept frozen.

ARTIST: DAVID MANAK WRITER: DICK DEBARTOLO

REMEMBER: READING HUMOR PROPERLY IS NO LAUGHING MATTER!



With flying cars, wand battles, amazing spells and countless other fantastic creations, the Harry Potter books are filled with breathtaking bits of magic. Yet, none of these things compare to the most amazing example

## THE DIFFEREN HOGWARTS &



#### HOGWARTS

Year after year. Harry Potter is looked after by wise old Dumbledore.



#### YOUR SCHOOL

Good luck finding any teacher who gives a crap whether you live or die.



Students are taught how to use the Wingardium Leviosa spell to lift the heaviest objects.



#### YOUR SCHOOL

Nothing can budge a 240-pound book bag.



in the Care of Magical Creatures class, the young wizards watch squirming flobberworms chomping down on lettuce.



#### YOUR SCHOOL

You can see the same dynamic biological experiment any Friday, in the lunchroom's salad bin.



#### HOGWARTS

Hogwarts dropout Hagrid never officially finished his studies. but is still a powerful and valued member of the staff.



#### OUR SCHOOL

There's always that one burnout loser who hangs around the school parking lot. years after graduating.

of fantasy - the incredible school Harry gets to go to, rather than the institutional stink pit that 99% of his readers are forced to attend! So forget about potions and carrier owls for a minute and pay attention as MAD contrasts...

## **ES BETWEEN** YOUR SCHOOL



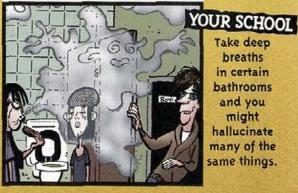
When Harry sees a dot appear on his Marauder's Map, he knows it's just seconds until the person it represents arrives.



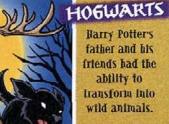
Seeing a blue dot appear means someone brand new will be arriving in seven months - and you'll also be missing half of 9th grade.



A student who walks into the wrong bathroom may see a mermaid, secret passages or the ghost of Moaning Myrtle.



Take deep breaths in certain bathrooms and you might hallucinate many of the





Lots of dads have that ability, and show it off at school sporting events.

ability to



When Harry Potter and Cedric Diggory each touch a handle of the Triwizard Cup, they're propelled through a dimensional vortex of wind and swirling color.



Kids are shuttled through at top speed, even if they don't acquire certain minor skills, such as being able to read.

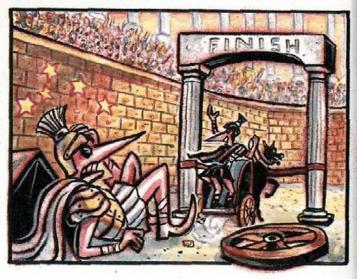












ARTIST AND WRITER: PETER KUPER















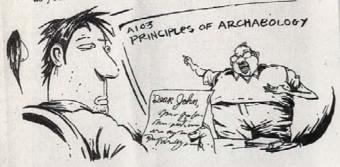


Fresh knowledge! New friends! A lax stance on underage drinking! College has it all (including a large sum of your parents' money)! But college also has a batch of scary new scenarios! You owe it to yourself - and your newly-impoverished parents - to make sure that you won't go through the next four years as an awkward, bumbling doofus (remember high school?). So, take out one of those overpriced school logo pens you got at the campus bookstore, and answer:

## HOW WELL WILL YOU DO

## A MAD QUIZ

- 1. When you start your Freshman year of college, the biggest surprise will be:
- a. Despite how cool you were, nobody is interested in stories about what you did in high school.
- b. Despite all of the T-shirts, there are NO co-ed naked
- c. Despite what she said before you left, your high school sports teams. sweetheart wasn't planning on being faithful either.
- d. Despite what you saw in Raiders of the Lost Ark, your Archaeology teacher is really dull.
- e. Despite what you saw on the WB, UPN and FOX, your high school friends won't be going to the same college



#### 2. When doing a reading assignment, what color highlighter should you use?

- a. Blue, because it's the easiest to read.
- b. Any color that won't bleed through the page.
- c. A different color for each class.
- d. Yellow for important passages, green for key terms.
- e. None. Just buy a used textbook that some student already highlighted last year.



#### 3. You only have \$15. Breakfast at the cafeteria costs \$3. Lunch costs \$5. Dinner costs \$7. You should:

- a. Eat breakfast, lunch and dinner for 1 day.
- b. Eat only dinner for 2 days.
- c. Fat only lunch for 3 days.
- d. Eat only breakfast for 5 days.
- e. Buy 60 packs of Ramen Noodles and eat all month.



#### 4. Pledging a fraternity will teach you:

- a. How to tap a keg while blindfolded.
- b. How to funnel beer. c. How to survive "beeratory confinement."
- d. The value of responsibility, the importance of community involvement and the meaning of leadership.
- c. How much beer you can drink before you power-spew all over the place.



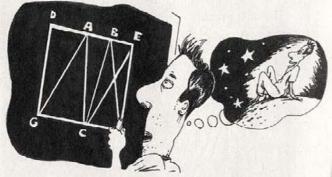
ARTIST: KEVIN POPE



# FRESHMAN YEAR IN COLLEGE?

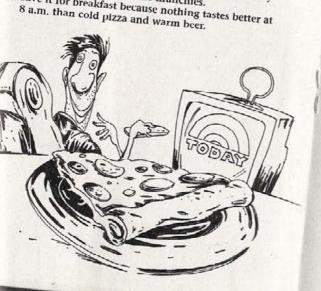
#### 5. If you were determining the area of the polygon DEFG, you would have to:

- a. Determine the length of line segment AG.
- b. Determine the length of line segment EF.
- c. Measure the angle BCE.
- d. Ascertain whether DE is parallel to GF.
- e. Be dumb enough to have signed up for "Advanced Geometry" when you could have taken an casy class like "Fundamentals of Astronomy" for your Math/Science requirement instead.



## 6.It's 11:40 p.m. There's one slice of pizza left.

- a. Eat it so it doesn't go to waste.
- b. Not eat it, because you don't want to gain "The
- c. Sell it to your roommate for "a buck a slice."
- d. Not smoke any more pot tonight because one lousy slice isn't going to cure the munchies. c. Save it for breakfast because nothing tastes better at



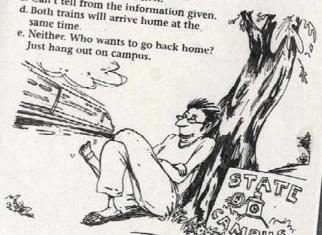
## 7. Empty beer cans should be:

- a. Recycled, because you're majoring in Euvironmental
- b. Returned for the deposit, because you're majoring
- c. Turned into a "Beeramid," because you're majoring
- d. Turned into a bong, because you're majoring
- e. Crushed against your forehead, because, according to your coach, you're majoring in Philosophy.



8. It's Thanksgiving vacation. Two trains are going from school to your parents' house. Train A leaves at 1:30 p.m., traveling at an average speed of 50 miles per hour. Train B leaves an hour later, traveling at an average speed of 60 miles per hour. If the distance from home to school is 300 miles, which train should you take?

- a. Train A will get home first.
- b. Train B will get home first.
- c. Can't tell from the information given.



## HOW WELL WILL YOU DO FRESHMAN YEAR IN COLLEGE? A MAD QUIZ



- 9. You need to do 2 loads of laundry. The washer and dryer cost \$1.50 each. You only have 12 quarters. You should:
- a. Borrow \$3 from the R.A.
- b. Return 60 "empties" to the grocery store for the 5-cent deposit.
- c. Steal 12 quarters from your roommate.
- d. Stuff the darks and lights into the same machine.
- e. Screw it, and just wear your dirty underwear again.



#### 10. Quantities Instructions: Select the amount that is greater

- a. The number of calories in a slice of lukewarm pizza. b. The number of calories in a cup of lukewarm beer.
- a. The number of hours it takes to write a paper.
- b. The number of dollars-per-page it costs to buy a paper on the Internet.
- a. The number of pages a paper will be if you use 11-point
- b. The number of pages a paper will be if you use 12-point type and half inch margins.



#### 11. The most emotionally disturbing time of the school year is:

- a. Orientation Week, because everybody feels homesick.
- b. Rush Week, because some students won't be invited
- c. Exam Week, because some students may fail their classes.
- d. Graduation Day, because your friends are leaving school.
- e. Alumni Weekend, because you get a glimpse of what you'll be like in 15 years.

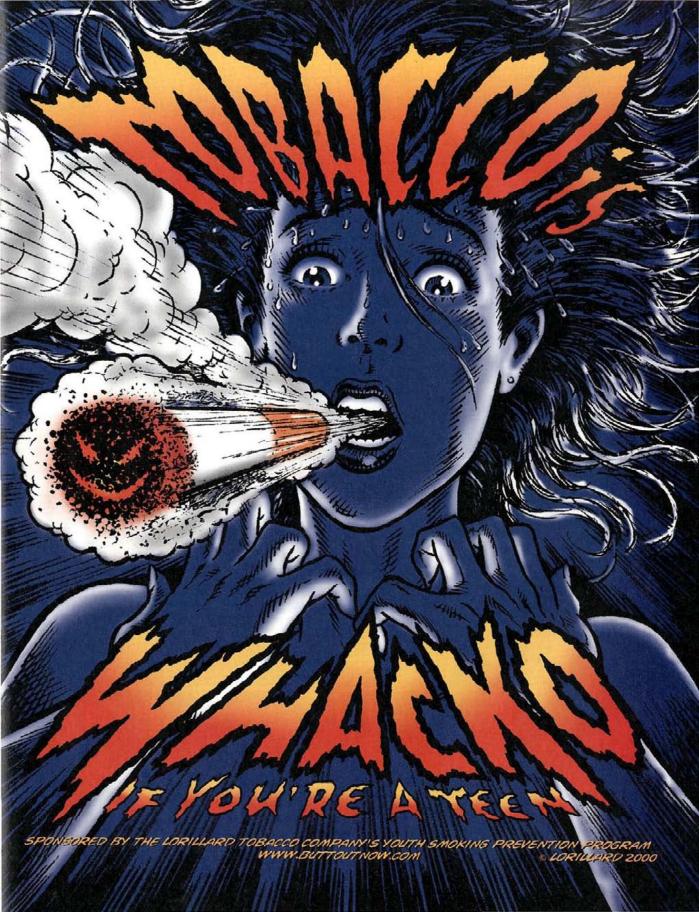


### SCORE EVALUATION

0 to 6 Right: You failed, but your professor will give you a "C" if you go to his office and tell him a sob story about being under a lot of pressure this semester.

7 to 11 Right: Your score was only average, but your professor will give you a "B" because he needs good student evaluations if he's ever going to make tenure.





Ever wonder
why America's work week
is getting longer and longer?
Are you dumb enough to think
it's because employees are
working harder and harder?
Then check out...

# AMERICA'S O-HOUR K WEEK CHOSE



Time spent waiting in line at Starbucks because the coffee at work sucks:

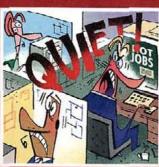
1 hour, 37 minutes



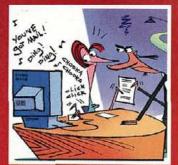
Time spent dealing with hostile co-workers who want to know why you ran off to Starbucks without first taking their order: 43 minutes



Time spent surfing the web for a better job: 4 hours, 3 minutes



Time spent wondering when your cubicle neighbor will stop talking so loudly so you can actually focus on important business, like surfing the web: 1 hour, 12 minutes



Time spent "Instant Messaging" your friends and pretending as though you're actually working: 9 hours, 29 minutes



Time spent shaking vending machine so "trapped" nacho chips will fall down:



Time spent with co-workers complaining about how useless your boss is:

1 hour, 30 minutes



Time spent with boss complaining about how useless your co-workers are:

1 hour, 30 minutes



Time spent hovering around printer waiting to pick up copies of your résumé before your boss sees them:

47 minutes



Time spent trying unsuccessfully to remove popcorn kernels, Tic Tacs and uneaten food crumbs from your keyboard:

3 hours, 6 minutes



Time spent trying to figure out who to chew out for making the whole office stink of burnt microwave popcorn: 45 minutes



Time spent laughing with co-workers over the stupidity of the inspirational posters hanging in the hallways: 1 hour, 31 minutes



ime spent apologizing to your "administrative assistant" after accidentally referring to her as a "secretary": 1 hour, 3 minutes



Time spent applying your name to birthday cards for people in the office you don't even talk to: 16 minutes



Time spent tearing your hair out trying to translate the latest company memo, stuffed with senseless acronyms like "OGSM" and "SNOG": 1 hour, 10 minutes



Time spent shooting wastebasket hoops with co-workers using latest company memo:

1 hour, 1 minute



Time spent trying to determine the "growth strategy" of the mold forming in the coffee cup you forgot to rinse out last week:

1 hour, 19 minutes



Time spent trying to unclog a jum in the photocopler yourself before realizing you can't fix it:

3 hours, 46 minutes



Time spent in meetings before you realize you're in the wrong conference room:

1 hour, 23 minutes



Time spent reading other people's "confidential memos" left in the fax machine:



Time spent trying to track down the nly guy in the office who can tell you nly your home computer's not working: 2 hours, 3 minutes



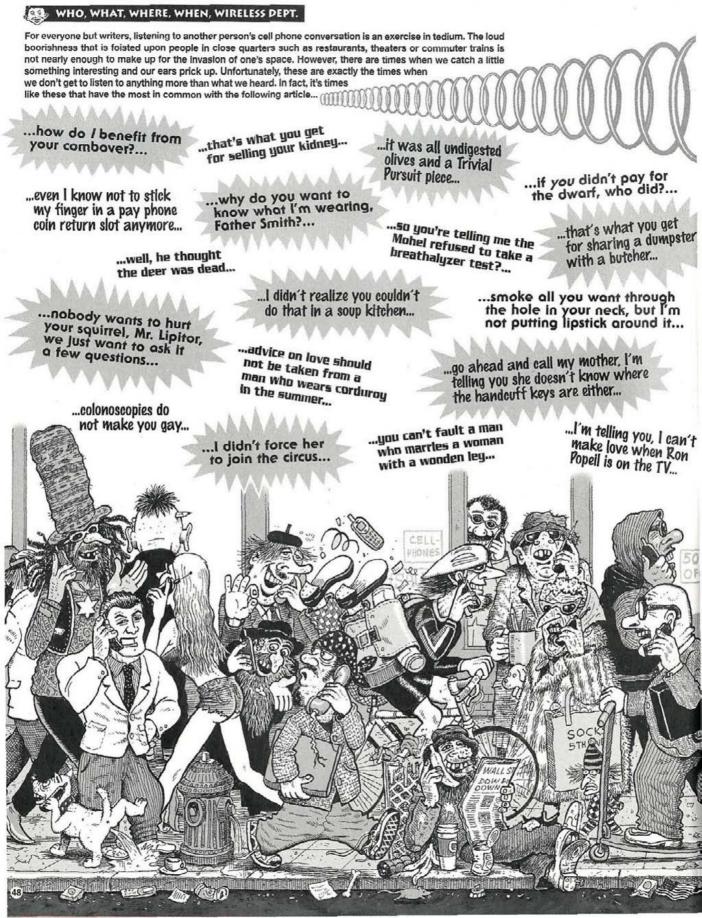
Time spent trying to track down the scumbucket who stole your Diet Coke out of the company fridge: 2 hours, 43 minutes



Time spent attempting to rearrange your cubicle according to Feng Shui principles before realizing it's hopeless: 3 hours, 4 minutes



Time spent in company mandated "productivity seminars" to learn how to efficiently manage your time: 15 hours, 27 minutes





...well, if you lick it, I think you have to buy it...

...l always said the petting zoo had too many rules...

conversation about scurvy, rickets or the guy from Jackass who sticks things up his butt?...

...it was all the uric acid that made the deck collapse...

...their entire relationship revolved around that one sandwich...

...that's right, Fido is the only organ match...

...I keep telling YOU, Leonardo Pa Vinci is dead...

...the thin line between love and hate is not made of Silly String...





## all-alters pass

I sure hope the Queens of the Stone Age win some awards tonight! Why? Haven't Elton John and David Bowle already won enough in their careers?

Oh my gosh! I can't believe I won the "Breakthrough Video" award for my "homage" to the movie Flashdance!

Isn't it sad that Jack Osbourne's already been through rehab, when just a year ago he was happy and wildly cheering his sister as she made her singing debut at the MTV Movie Awards?

Yeah...come
to think of it, those
cheers should've
been the first
indication he
was on drugs!

You claim you're 50 Cent's biggest fan! Now's your chance to ask him just one question! Yo, 50, which is it: bulletproof boxers or bulletproof briefs?

#1 Fani

ARTIST: JACK SYRACUSE WRITER: GREG LEITMAN
RADIO CITY MUSIC HALL PHOTO: AP / WIDE WORLD PHOTOS

Guess what? You didn't! You've just been "Punk'd"!

Several musicians have claimed they actually did most of the writing for Avril Lavigne's album!

I find that hard to believe!

That Avril would take credit for something she hadn't done?

No, that others would want credit for writing nonsense like "Sk8er Boi"!

Wow, look at how many of the biggest female pop stars are here tonight! Christina Aguilera, Alicia Keys, Britney Spears, Janet Jackson, Mariah Carey...it's amazing that one thing unites them all!

Their love of making music? No, being romantically linked

Justin Timberlake!

BIKE

INLINE

WAKE

NBC

BROADCAST LIVE ON NBC SEPTEMBER 14TH [CHECK LOCAL LISTINGS FOR DETAILS]

September 10-14
September 10-14
NWW. GRAVITY GAMES COM

ESPT 34 400P - 400P ET LAVE 3
SEPT 36 12-00N - 12-0P ET
OCTOREG 5 43-0P - 400P ET
OCTOREG 19 43-0P - 600P ET
OCTOREG 19 43-0P - 600P ET
OCTOREG 19 43-0P - 600P ET

CLEVELAND, OHLOFFINE

ticketmaster

MEPORTE

slim

SoBE

SPURIS

SCHWINN

WHAT EPIDEMIC FROM THE FAR EAST HAS UNFORTUNATELY MADE ITS WAY TO OUR SHORES?

## MAD FOLD-IN

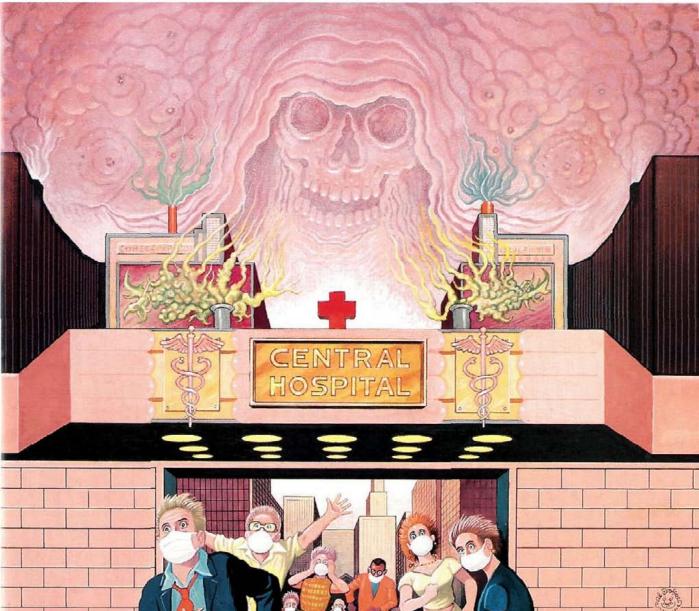
We live in an ever-changing world. Communication and travel technology has rendered this once seemingly large planet into a global village. While there have been many pluses, there have also been some minuses. Disease and other problems which were once local can quickly become a worldwide threat. To find out what one such global plague is, fold page in as shown.



A

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



YEARLY NEWS OF WORLDWIDE EPIDEMICS AU-GUR DIRE CONSEQUENCES. NOW AN INSIDI-OUS NEW ONE IS UPON US. IT WILL REACH FEARSOME PROPORTIONS BEFORE IT IS OVER



ARTIST AND WRITER: AL JAFFEE



# 



See what playing big means. Get hooked up at magicthegathering.com

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